MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

BKE2014 – DIGITAL ECONOMY

(All sections / Groups)

17 August 2022
9 am to 11 am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages excluding the cover page with **FOUR (4)** questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION 1

(a) Analyze the characteristics and importance of the Digital Economy.

(15 marks)

(b) Evaluate the ICT contribution for improving value chain efficiency.

(10 marks)

(Total: 25 marks)

QUESTION 2

(a) Evaluate the following concepts:
i) Broadband
ii) Internet of things
iii) Digital convergence

(15 marks)

(b) Analyse the metrics used in the field of cloud computing in Digital Economy.

(10 Marks)

(Total: 25 marks)

QUESTION 3

(a) Analyse the challenges affecting Digital Economy in Malaysia.

(13 marks)

(b) Evaluate the effects of the digital divide and determine its advantages and challenges

(12 marks)

(Total: 25 marks)

Continued...

QUESTION 4

(a) Malaysia is focusing on creating smart cities based on the trend of increasing population in the urban areas. Science, Technology and Innovation Minister Datuk Seri Dr Adham Baba said the creation of smart cities was one the approaches being taken in solving urbanisation issues to improve the residents' quality of life, spur economic growth, provide a safe environment, and encourage efficient urban management technology application.

Source: Bernama, Malaysia focusing on creating smart cities, The Edge markets, June 21, 2022.

(a) Analyze future technology in functioning of smart cities.

(10 marks)

(b) Analyse the Digital inclusion in Tourism industry due to COVID 19 pandemic.

(15 marks)

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